Industry News

Golden Gate Auto Auction, based in Fremont, CA. Anglo American now rates as the second largest vehicle auction group in the U.S. Sandgate offers vehicle leasing and owns a Ford dealership in the New York area; net earnings for the company's last fiscal year were $2.7 million.

FLEET MANAGERS MOVING TO COMPUTERIZATION

According to *Runzheimer Reports on Transportation*, nearly 20 percent of fleet managers are using computers for mileage and repair-cost tracking, maintenance reminders, and audit data. Runzheimer recently surveyed close to 600 U.S. and Canadian fleet managers; in addition to increased computerization, they also found that 31 percent of respondents are in the process of either evaluating or improving maintenance scheduling, reporting, or tracking of expenditures.

Ten percent of the respondents recorded efforts to educate and inform drivers about maintenance. Seven percent said they were changing their fleet composition, making such moves as buying Chryslers and eliminating diesels. And 4 percent said that they will be turning to a third party, most frequently a lessor, for their maintenance program; most of these will rely on computer-generated reports.

STEPS ANTICIPATED IN 1984
TO GAIN GREATER CONTROL OF FLEET MAINTENANCE PROGRAMS*

Evaluate/Improve control of maintenance scheduling, reporting, and expenditures	31%
Investigate/Establish/Imp ove computerized preventive maintenance program	19%
Educate/Inform drivers regarding necessary maintenance	10%
Nothing: Have adequate program	9%
Fleet changes	7%
Investigate/Install a third party maintenance lease/program	4%
Revise/Expand preventive maintenance program	4%
Develop maintenance policies/standards/statistics/program	4%
Initiate maintenance-related personnel changes/assignments	3%
Train/Evaluate mechanics	3%
Expand in-house service	2%
Improve communication to managers of drivers	1%
Improve communication to field supervisors	1%
Increase communications	1%
Change type of ownership to employee-owned	1%
Put pressure on manufacturers to be accountable for excessive maintenance problems	1%
Adhere to national account pricing	1%
Improve management/supervision of maintenance program	1%
Centralize maintenance/repair activity	1%
Don't know	1%
Miscellaneous (less than one percent response for each)	9%

*Total exceeds 100 due to multiple answers.

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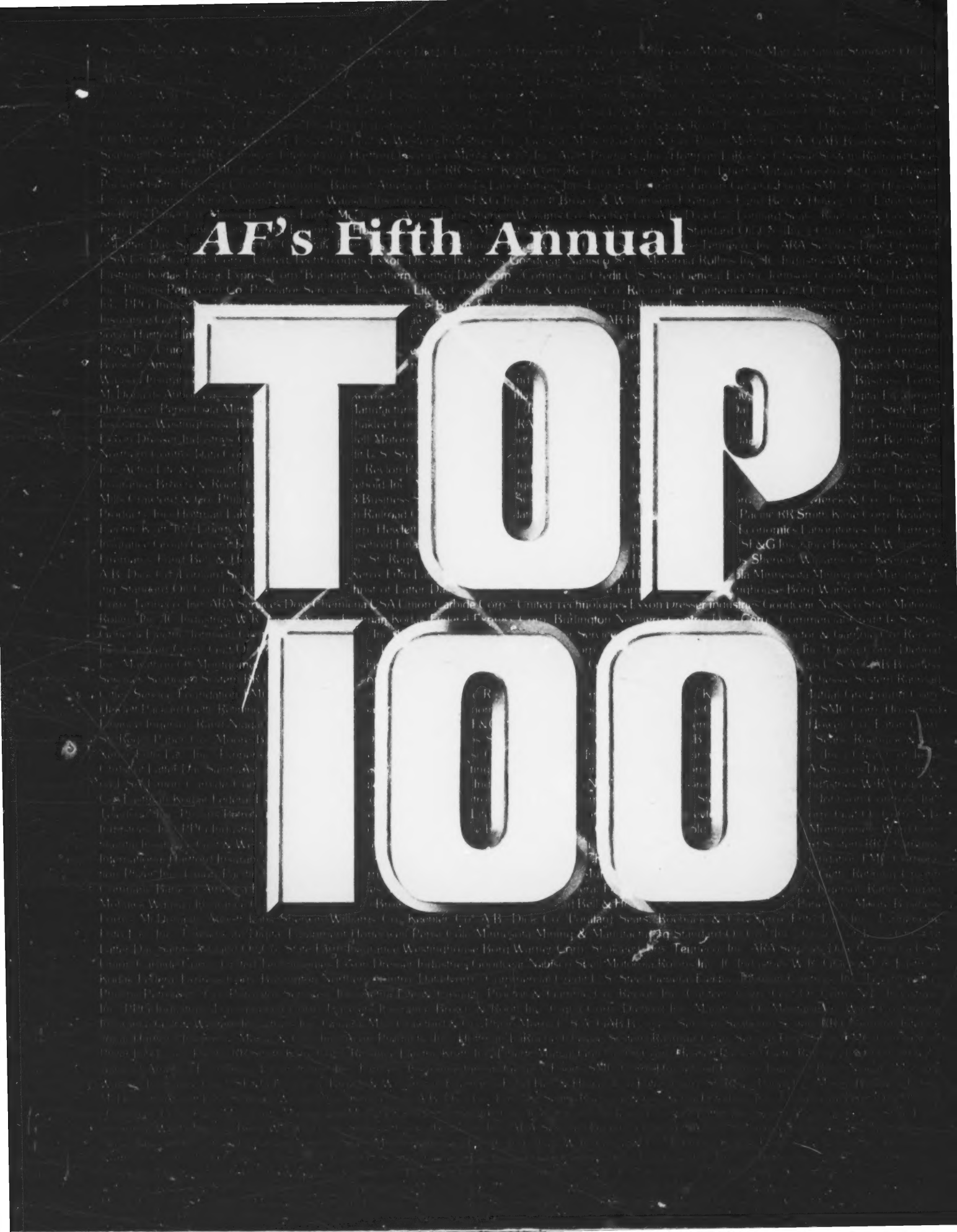
AF's Fifth Annual

TOP 100



Automotive Fleet's Top 100

Our fifth annual *Automotive Fleet* Top 100 business and corporate fleet listing is the most accurate and complete that our research department has been able to assemble. There still remain a few fleets reluctant to share their data with us for proprietary reasons, but we have found most quite cooperative. As the listing grows more established, a certain pride exists for the earned rankings.

The guidelines remain the same: only business/corporate fleets with centralized control over the entire fleet are given consideration. This single factor of centralization causes the most shifts in rankings, as mergers take effect, adding to one's fleet, or decentralization takes place, reducing it.

Prime examples of firms not listed are those such as IBM, which personifies the large fleet with sales and technical personnel operating thousands of cars and vans, but under a salesmen-owned and mileage-paid program with IBM reimbursement. One of our largest firms dropped in ranking when we learned that they were counting both company-owned and employee-owned vehicles in a dual program.

Gulf Oil rose from forty-fourth to thirty-second with a centralization program within the firm (now called the Fleet Lessor Division). Pepsi-Cola dropped from seventh to ninety-sixth when the new fleet manager found that lift trucks had been included in previous reporting. For the record, *AF*'s research department queried nearly 150 companies from records indicating they are the largest fleets. Each was questioned for an accurate number of cars and light trucks (10,000 GVW and under), the key fleet manager contact in control, and their ownership/lease status.

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L to R: Ched Birtchi, Acct. Rep.; Walt Reames, Acct. Rep.; Gene Keller, Acct. Rep.; Pam Jones, Nat'l. Drop Ship Mgr.; Dewey Easely, Fleet Truck Mgr.; David Dyer, Comm. Sales Mgr.; Larry Benner, Gen. Mgr.; Carol Paap, Courtesy Del. Mgr.

Circle 119 on Inquiry Card

Automotive Fleet's Top Business and Corporate Fleets

'84 Rank	'83 Rank	Company & Headquarters	Fleet Contact(s)	Co. Owned	Lessor(s)	# Cars	# Lt. Trucks & Vans	Total
1	1	Sears Roebuck & Co. Chicago, IL	William H. Jones, III	X	—	400	13,000	13,400
2	3	Frito-Lay, Inc. Dallas, TX	Gorman R. Green Marvin Crow Charles Loveless	X	—	907	12,266	13,173
3	2	Xerox Corp. Rochester, NY	Ron Pink	—	LMV, Gelco, USFL, Leaseway	9,500	2,500	12,000
4	4	Tupperware Orlando, FL	Bernie Janis Joe Fox	—	"In-House" Leasing	10,300	—	10,300
5	5	Digital Equipment Maynard, MA	Rick Catino	X	PH&H Gelco	8,582	851	9,433
6	6	Honeywell, Inc. Minneapolis, MN	Connie Wesley	—	Gelco PH&H	6,446	2,325	8,771
7	8	Minnesota Mining & Mfg. St. Paul, MN	Tim R. Hoffman H.P. Larson	X	—	6,749	1,652	8,401
8	17	ARA Services Philadelphia, PA	Ralph Jamic	X	—	2,500	5,000	7,500
9	9	Standard Oil Co. (Ind.) Chicago, IL	Richard Swanson	X	—	4,000	3,500	7,500
10	10	Church of Jesus Christ of Latter Day Saints Salt Lake City, UT	Don Benson	X	—	6,680	530	7,210
11	20	Carrier Corp./ United Technologies Corp., Hartford, CT	Harold Tibbits	X	PH&H Avis	6,000	1,200	7,200

'84 Rank	'83 Rank	Company & Headquarters	Fleet Contact(s)	Co. Owned	Lessor(s)	# Cars	# Lt. Trucks & Vans	Total
12	12	State Farm Insurance Bloomington, IL	Tom Sours	X	—	6,705	175	6,880
13	13	Westinghouse Pittsburgh, PA	Lou Dobak	—	"In-House" Leasing	4,250	2,515	6,765
14	14	Borg Warner Corp. Schaumburg, IL	Phylls Howard	X	"In-House" Leasing	5,200	1,500	6,700
15	31	Federal Express Corp. Memphis, TN	George Bollor	X	HLR Corp.	7	6,649	6,656
16	15	Shaklee Corp. San Francisco, CA	Peter D. Wood	X	"In-House" Leasing	6,350	50	6,400
17	18	Dow Chemical USA Midland, MI	Ron Smith Tim Sheehan	—	CC/McCullagh Gelco	3,500	2,500	6,000
18	19	Union Carbide Corp. New York, NY	Walt Dzitko	X	Wheels Gelco	3,500	2,500	6,000
19	16	Tenneco, Inc. Houston, TX	J.R. "Jack" Gudelman	X	Fleet Services	3,959	1,945	5,904
20	21	Exxon Co. U.S.A. Houston, TX	Jack Lamb	X	—	3,000	2,800	5,800
21	70	Union Pacific System Omaha, NE	John Dyer	X	Gelco	1,500	3,900	5,400
22	23	Goodyear Akron, OH	A.P. Spencer	X	—	1,894	3,288	5,182
23	25	Shell Oil Co. Houston, TX	J.A. "Judy" Wieman	X	—	2,200	2,850	5,050
24	26	Motorola Inc. Schaumburg, IL	Bob Kell	X	—	4,440	500	4,900

'84 Rank	'83 Rank	Company & Headquarters	Fleet Contact(s)	Co. Owned	Lessor(s)	# Cars	# Lt. Trucks & Vans	Total
25	28	IC Industries Chicago, IL	E. Pierce Walsh Mary Anicich	X	Gelco	2,886	2,010	4,896
26	24	Nabisco Brands, USA E. Hanover, NJ	Frank Boduch	X	—	3,100	1,700	4,800
27	30	Eastman Kodak Co. Rochester, NY	Scott Thomas	X	PH&H	4,700	25	4,725
28	22	Dresser Industries Pittsburg, PA	John K. Hutchison	—	"In-House"	3,382	1,300	4,682
29	40	Aetna Life & Casualty Hartford, CT	Martin F. Crean	X	Gelco PH&H	4,302	338	4,640
30	27	Rollins Inc. Atlanta, GA	Porter Thompson	X	B&M Equip., U.S. Fleet Lsg.	1,485	2,978	4,463
31	33	Control Data Corp./ Commercial Credit Minneapolis, MN	Kathleen L. Wester	—	CC/McCullagh	3,900	300	4,200
32	44	Gulf Oil Corp. Houston, TX	John Bard	—	ARI, Wheels	2,500	1,700	4,200
33	34	U.S. Steel Pittsburgh, PA	W.T. "Bill" Herlihy	X	ARI, LMV, U.S. Fleet Lsg.	2,000	2,200	4,200
34	32	Burlington Northern Railroad, St. Paul, MN	John Long	—	ARI, Lend Lease, Gecal, Gelco, Bank- AmeriLease	1,100	2,900	4,000
35	37	Teledyne, Inc. Los Angeles, CA	Robert A. Forsey	X	—	2,800	1,200	4,000
36	39	Purolator Services, Inc. New Hyde Park, NY	Jack Neusch	X	—	481	3,500	3,981
37	38	Phillips Petroleum Co. Bartlesville, OK	J.I. Grillot E.A. Taylor	X	—	1,332	2,620	3,952

'84 Rank	'83 Rank	Company & Headquarters	Fleet Contact(s)	Co. Owned	Lessor(s)	# Cars	# Lt. Trucks & Vans	Total
38	36	Johnson Controls, Inc. Milwaukee, WI	Bob Borchert	X	Gelco Southgate	1,410	2,500	3,910
39	35	General Electric — Major Appliance Business Group, Louisville, KY	Mary Sue Leach V.J. Miska	X	—	1,200	2,600	3,800
40	29	W.R. Grace & Co. New York, NY	Edward Boehme	X	PH&H	2,300	1,500	3,800
41	11	Ashland Oil, Inc. Ashland, KY	Mary Lou Dougherty	X	PH&H Gelco	3,200	550	3,750
42	41	Procter & Gamble Co. Cincinnati, OH	Clarence O'Dell	X	—	3,600	—	3,600
43	43	Canteen Corp. Chicago, IL	Mark Klein	X	—	1,000	2,500	3,500
44	42	Revlon, Inc. New York, NY	R. Breault	—	PH&H Gelco	3,300	25	3,325
45	48	Travelers Insurance Hartford, CT	Art Derderian	—	PH&H	3,300	—	3,300
46	47	Transamerica Corp. Los Angeles, CA	Bill Slothour	X	"In-House" Leasing	3,075	150	3,225
47	49	Brown & Root, Inc. Houston, TX	Roger Ivey	X	—	1,200	2,000	3,200
48	45	NL Industries, Inc. Houston, TX	Bernie Hodgeson Nancy Reingold Jeri Edmiston	X	PH&H U.S. Fleet Lsg.	1,696	1,444	3,140
49	52	Marathon Oil Co. Houston, TX	Lois Smith	X	Gelco Wheels	1,130	1,922	3,052
50	46	PPG Industries Pittsburgh, PA	Vic Pelletier	X	Leaseway Dresser Ind.	2,025	1,025	3,050
51	82	General Foods Corp. White Plains, NY	Chris Pollard	X	—	2,776	80	2,856

'84 Rank	'83 Rank	Company & Headquarters	Fleet Contact(s)	Co. Owned	Lessor(s)	# Cars	# Lt. Trucks & Vans	Total
52	54	Continental Insurance New York, NY	William J. Benzie	X	—	2,800	50	2,850
53	77	Getty Refining Tulsa, OK	Elmore Isaacs	X	—	775	1,950	2,725
54	51	Diebold, Inc. Canton, OH	Dave Allton	—	PH&H Leaseway	1,076	1,614	2,690
55	58	Philip Morris U.S.A. New York, NY	Gregory J. Tarring	—	PH&H Gelco	2,600	45	2,645
56	60	Seaboard System RR Jacksonville, FL	Margaret M. Powell	X	Contracts in process	739	1,821	2,560
57	53	Montgomery Ward Chicago, IL	Roseann Neveitt	—	Gelco	290	2,268	2,558
58	50	CIGNA Corp. Philadelphia, PA	Timothy Hagarty Howard Dunn	X	ARI, PH&H	2,530	25	2,555
59	57	Crawford & Co. Atlanta, GA	B.L. Garrett	—	Calesco, Inc. "In-House" Leasing	2,500	—	2,500
60	65	Hoffman LaRoche Nutley, NJ	Dave Figurelli	—	PH&H Wheels, Inc.	2,200	300	2,500
61	63	Merck & Co., Inc. Rahway, NJ	Alma Cristauro	—	PH&H	2,313	168	2,481
62	62	Hartford Insurance Hartford, CT	Vincent Castagno	X	—	2,400	75	2,475
63	64	Avon Products, Inc. New York, NY	Denise Ryan	—	Gelco Dart & Kraft	2,400	69	2,469
64	56	General Mills Minneapolis, MN	Jim Rowe Henry Paetzel	X	—	2,035	380	2,415
65	69	Pfizer Inc. New York, NY	Gordon B. West	X	Gelco, Wheels PH&H	2,243	145	2,388
66	79	Bank of America San Francisco, CA	Don Dennler	X	—	2,258	124	2,382

'84 Rank	'83 Rank	Company & Headquarters	Fleet Contact(s)	Co. Owned	Lessor(s)	# Cars	# Lt. Trucks & Vans	Total
67	68	FMC Corp. Chicago, IL	Lawrence Dakof	X	—	1,700	650	2,350
68	66	Chessie System Railroads Baltimore, MD	Pat McNulty	X	ARI, Bank-AmeriLease, New England Merchants	858	1,487	2,345
69	61	Champion International Stamford, CT	Jane W. Baker Lowell Petrey	X	PH&H	1,242	1,083	2,325
70	55	Gulf & Western Industries Inc. New York, NY	John W. Simon	—	Associates Lsg.	2,014	310	2,324
71	59	GAB Business Services New York, NY	G.J. Keenan	X	PH&H Dart & Kraft	2,320	2	2,322
72	78	Upjohn Company Kalamazoo, MI	Judy Rafferty	—	Wheels Leaseway	2,000	300	2,300
73	73	Kraft, Inc. Glenview, IL	Ed Jackstis	X	Dart & Kraft	2,250	40	2,290
74	—	Eli Lilly & Company Indianapolis, IN	Vic Hasler Sue Webster	X	Wheels, Inc.	2,022	195	2,217
75	72	Reliance Electric Cleveland, OH	Robert L. Burden	X	Industrial Lsg. Wheels American Lsg.	1,500	700	2,200
76	80	Economics Laboratory St. Paul, MN	James Igel Tom Laumann	X	—	2,031	131	2,162
77	85	Ingersoll Rand Piscataway, NJ	Debra Donske	—	Wheels	1,500	661	2,161
78	71	Smith Kline Corp. Philadelphia, PA	John Mahony Bill Haney	—	ARI Wheels	1,200	35	2,135
79	83	SCM Corp. Syracuse, NY	Bill Kelly	—	PH&H Wheels	1,875	235	2075
80	81	Farmers Insurance Group Pasadena, CA	Al Herzog	—	"In-House" Leasing	2,085	18	2,103

'84 Rank	'83 Rank	Company & Headquarters	Fleet Contact(s)	Co. Owned	Lessor(s)	# Cars	Trucks & Vans	Total
81	92	Eaton Corp. Cleveland, OH	R.J. Wagner	—	Lease-Way, Dart & Kraft	1,766	295	2,061
82	74	Liberty Mutual Insurance Co. Boston, MA	Barbara Feinberg	X	—	2,034	24	2,058
83	76	Hewlett Packard North Hollywood, CA	John T. Weber	X	—	2,049	15	2,054
84	84	Household Finance Prospect Heights, IL	Mary Kowalski	—	Lend Lease	2,000	7	2,007
85	86	Niagara Mohawk Syracuse, NY	Clay Bealer	X	"In-House" Leasing	517	1,472	1,989
86	87	Wausau Insurance Co. Wausau, WI	Bob Rakow Jean Heisler	—	Fleet Services, Gelco, USFL	1,862	16	1,878
87	88	USF&G Insurance Baltimore, MD	Charles H. Gittings	—	"In-House" Leasing	1,825	30	1,855
88	91	Bell & Howell Co. Lincolnwood, IL	Mike Winfield	—	CC/McCullagh, Wheels, ARI	1,840	11	1,851
89	90	Fireman's Fund Insurance Companies Novato, CA	Sylvia Jones Maurice Murray	X	—	1,800	50	1,850
90	93	St. Regis Paper Co. Nyack, NY	R.G. McCarthy	—	ARI, PH&H, Interlease Fleet Mgmt. Corp., Dart & Kraft	650	1,170	1,820
91	67	Cities Service Foundation, Tulsa, OK	Frank Kovacs	X	Wheels	891	923	1,814
92	96	Abbott Labs North Chicago, IL	Mack Taylor	—	PH&H Wheels	1,650	150	1,800
93	89	Brown & Williamson Tobacco Co. Louisville, KY	Bob Whitfield	X	—	1,100	668	1,768

'84 Rank	'83 Rank	Company & Headquarters	Fleet Contact(s)	Co. Owned	Lessor(s)	# Cars	# Lt. Trucks & Vans	Total
94	98	Keebler Co. Elmhurst, IL	Susan M. Stupak	—	Wheels Gelco	1,750	—	1,750
95	95	McDonald's Corp. Oakbrook, IL	Jim Gorski Judy Baxter	—	PH&H	1,675	40	1,710
96	97	Pepsi Cola Purchase, NY	John Thyne	X	—	500	1,200	1,700
97	97	Sherwin Williams Co. Cleveland, OH	G.N. Hickey	—	CC/McCullagh, Donlen, Lend Lease	900	800	1,700
98	100	Lorillard Co. New York, NY	Sal Giacchi	—	Dart & Kraft Lend Lease	1,475	125	1,600
99	—	Hallmark Cards, Inc. Kansas City, MO	Helen Bland	X	Wheels	1,500	—	1,500
100	—	American Greetings Cleveland, OH	Pat Percival Gene Lusnek	—	PH&H CC/McCullagh Leaseway	1,450	45	1,495

AUTOMOTIVE FLEET'S TOP 100

Alphabetical Cross Reference

Company	Rank
Abbott Laboratories	92
Aetna Life and Casualty	29
American Greetings Corp	100
ARA Services	8
Ashland Oil	41
Avon Products, Inc.	63
Bank of America	66
Bell & Howell	88
Borg Warner Leasing	14
Brown & Root	47
Brown & Williamson Tobacco Co.	93
Burlington Northern RR	34
Canteen Corp.	43
Carrier Corp. United Technologies	11
Champion International	69
Chessie System RR	68
Church of Jesus Christ of Latter Day Saints	10
CIGNA Corp.	58
Cities Service	91
Continental Insurance/ Continental Corp.	52
Control Data Corp./ Commercial Credit	31
Crawford & Co.	59
Diebold, Inc.	54
Digital Equipment	5
Dow Chemical USA	17
Dresser Industries	28
Eastman Kodak Co.	27
Eaton Corp.	81
Economic Labs	76
Exxon Company USA	20
FMC Corporation	67
Farmers Insurance	80
Federal Express	15
Fireman's Fund Insurance Co.	89
Frito-Lay, Inc.	2
GAB Business Services	71
General Electric	39
General Foods	51
General Mills	64
Getty Refining & Mktg.	53
Goodyear Tire & Rubber	22
W.R. Grace & Co.	40
Gulf Oil Corp.	32
Gulf & Western Corp.	70
Hallmark	99
Hartford Insurance	62
Hewlett Packard	83
Hoffman LaRoche	60
Honeywell	6
Household Finance	84
IC Industries	25
Ingersoll Rand	77
Johnson Controls	38
Keebler Company	94
Kraft, Inc.	73
Liberty Mutual	82
Eli Lilly	74
Lorillard	98
Marathon Oil	49
McDonalds Corp.	95
Merck & Co.	61
Minnesota Mining & Mfg.	7
Philip Morris USA	55
Motorola Inc.	24
NL Industries	48
Nabisco Brands, USA	26
Niagara Mohawk	85
PPG Industries	50
Pepsi Cola Bottling	96
Pfizer Inc.	65
Phillips Petroleum	37
Procter & Gamble	42
Purolator Services	36
Reliance Electric	75
Revlon, Inc.	44
Rollins, Inc.	30
SCM Corporation	79
Seaboard System RR	56
Sears, Roebuck & Co.	1
Shaklee Corp.	16
Shell Oil	23
Smith Kline	78
Standard Oil (Ind)	9
State Farm Insurance	12
St. Regis Paper	90
Teledyne Inc.	35
Tenneco Inc.	19
Transamerica	46
Travelers Indemnity	45
Tupperware	4
Union Carbide	18
Union Pacific System	21
The Upjohn Co.	72
USF&G Company	87
United States Steel	33
Wausau Insurance	86
Montgomery Ward	57
Westinghouse Electric	13
Sherwin Williams	97
Xerox Corp.	3

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"Cost Fell to 43.28 Cents Per Mile."

Hertz' Auto Expense Estimates

Average costs for individual motorists to own and run typical new compact-size U.S. cars fell in 1983 — for only the second time in history — to 43.28 cents per mile, down 1.4 cents or 3.1 percent, from 44.67 cents in 1982, according to the Hertz Corporation's annual auto expense estimates released January 23, 1984.

The 1983 decline, which the lease-rental company attributes to lower interest rates and reduced gasoline prices, ends a decade of double-digit jumps that boosted auto operating outlays 174 percent between 1972 and 1982.

The only previous drop in the more than half-century Hertz has kept records was during the price-control era of 1971, when costs to run new intermediate-sized sedans — then the most typical new cars — declined from 19.0 cents per mile to 18.7 cents. By comparison, the nation's overall cost of living climbed 129 percent in the 1972 to 1982 decade.

The drop in total cost came despite a 3.2 percent increase in purchase prices to $8,358 for a typically-equipped 1983 compact from $8,102 in 1982, according to the Hertz report. This rise boosted depreciation — the difference between purchase price and trade-in value — some four-tenths of one cent per mile in typical driving.

Insurance, licenses, fees, taxes, maintenance, and repair expenses also advanced fractionally last year, adding another three-tenths of 1 cent per mile. But interest costs fell by 2 cents, while gasoline and other service station charges were another one-tenth of 1 cent, the new Hertz estimates show.

A comparison of the Hertz 1983, 1982, and 1978 estimates for typically-equipped, new compact-sized domestic sedans driven 10,000 miles a year for five years is shown in Chart A.

"The 1983 drop in ownership and operating expenses for most new models is welcome news to owners of the nation's 120 million passenger cars," Frank A. Olson, Hertz chairman and chief executive officer, comments. "After reducing their business and personal travel substantially in recent years, Americans seem to be back on the road again.

"Our figures indicate it is more than coincidence that automotive sales began to turn up last year, just as driving expenses began turning down. Continued pricing restraint by manufacturers should benefit American motorists — and the auto industry itself," Olson adds.

The report by the RCA subsidiary says passenger car purchase prices are a key factor in overall driving outlays, bearing on depreciation, interest, insurance, licenses, and taxes — the "fixed" or standing annual expenses which comprise some three-quarters of total auto costs.

The Hertz data show that over the past 10 years motorists have been driving less, keeping cars longer, and purchasing smaller vehicles with fewer options, in an attempt to keep driving outlays in line with family incomes.

Since 1972, average yearly passenger car mileage has dropped 22 percent to 8,037 miles; compact

CHART A

ITEM	1983	1982	'82-3 % Change	1978	'78-83 % Change
Purchase Price	$8358	$8102	+ 3.16%	$4707	+ 63.8%
Depreciation	13.71¢	13.29¢	+ 3.16%	8.19¢	+ 67.4%
Insurance, Licenses, Fees	9.98	9.70	+ 1.8	5.65	+ 76.6
Interest Paid & Lost	7.66	9.67	-20.8	3.59	+113.3
Maintenance & Repair	3.55	3.42	+ 3.8	2.08	+ 69.9
Gas & Other Service Station Charges	8.38	8.49	- 1.3	5.33	+ 57.2
TOTAL	43.28¢	44.67¢	- 3.1%	24.85¢	+ 74.2%

"Average yearly passenger mileage . . . 8,037 . . ."

cars, rather than intermediates, are now the most typical new models purchased; new cars are now kept an average of 5.1 years against 3.6; and, the average of cars in use is 7.2 years today vs. 5.7 in 1972.

Automotive expenses differ significantly by vehicle size and optional equipment, annual mileage, duration of ownership, and where autos are driven, the lease-rental company noted. Cars purchased used and new units kept for longer periods cost substantially less, the firm's report shows.

The new Hertz cost estimates for new models of different sizes driven 10,000 annual miles for five years in 1983, 1982, and 1978 are shown in Chart B.

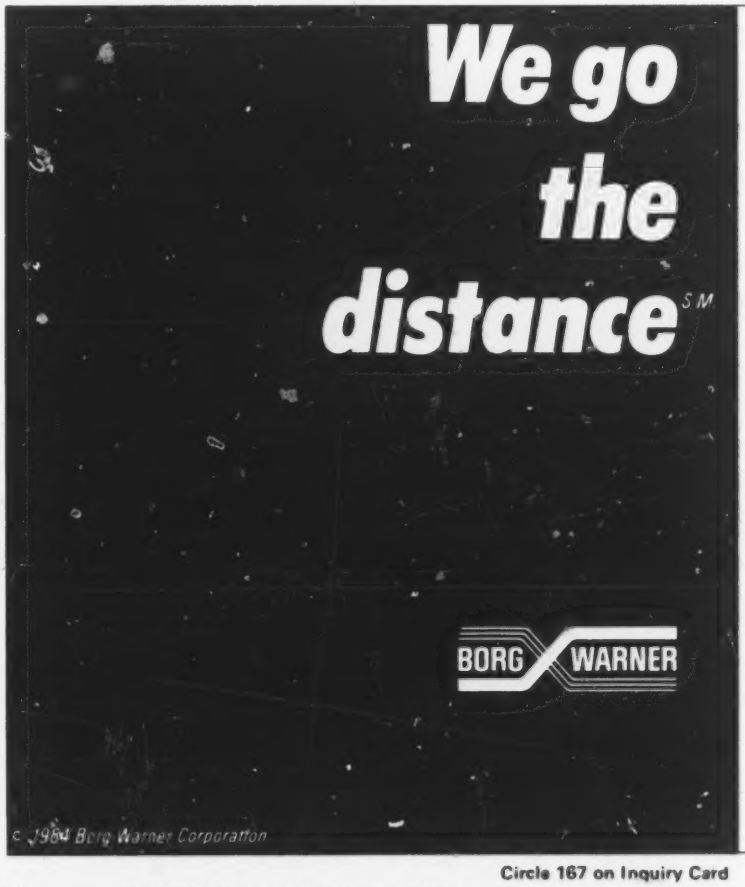
Study figures also demonstrate that keeping cars longer can save:

- New 1983 compacts driven 10,000 miles a year but traded annually, cost 50.47 cents per mile, 7.2 cents more than those kept a more typical five years.
- Units retained 10 years averaged 33.29 cents, 10.5 cents less than five-year ownership, and nearly 17.2 cents under costs for annual trading.

The company's report stressed that variations in annual driving distances also have a material effect on the cents-per-mile costs because

CHART B

CAR SIZE	1983	1982	'82-3 % Change	1978	'78-83 % Rise
Subcompact	34.63¢	34.18¢	+1.3%	22.52¢	+53.8%
Compact	43.28	44.67	−3.1	24.85	+74.2
Mid-Size	45.46	49.02	−7.3	28.73	+58.2
Intermediate	49.56	50.69	−2.2	28.91	+71.4
Standard	55.42	52.31	+5.9	32.33	+71.4
AVERAGE	**45.67¢**	**46.17¢**	**−1.1%**	**27.47¢**	**+66.3%**



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". . . 20,000 miles a year comes to $5,670."

annual fixed dollar outlays are divided by more, or fewer, miles.

For the five-year driver, a new 1983 compact's costs ranged from 73.91 cents per mile at 5,000 miles a year, to 28.35 cents at an annual of 20,000 miles of driving — 45.6 cents per mile *less*.

However, on an annual dollar basis, 5,000 miles a year totals just $3,696, while 20,000 miles a year comes to $5,670 — $1,974 more. The average driving distance for U.S. passenger cars in their first five years of service was 9,507 miles in 1982.

The company's annual estimates of passenger car ownership and operating costs for the nation's 20 key cities is due in February. In past years, city-to-city expense differences have been another 15 to 17 cents a mile for compact cars in otherwise similar service, prior Hertz studies reported.

The Hertz estimates include all major ownership and operating outlays except parking and tolls. The company says these charges can add 5 to 25 cents a mile to listed estimates, but can vary substantially, even for similar cars in the same city, if driving patterns differ.

The lease-rental company's report is distributed to motorists free, as is a 16-page Car Cost Calculation Guide, to help individual motorists figure their own expenses.

"Driving expenses can vary so dramatically under such a wide array of circumstances that each motorist should figure his or her own outlays, especially if a substantial part of the mileage is for business trips," a Hertz spokesman said.

Past statistics show that in 1925, typical per-mile costs were just 11.5 cents. But this is equal to 64.86 cents in 1983 dollars, 21 percent above a typical intermediate in comparable use today, the firm's study noted.

The company's report also points out that ownership and operating costs of used cars — which two out of three motorists buy — are about 40 percent under expenses for cars bought new. Likewise, it notes that old "gas-guzzlers," such as a 1973 intermediate-sized sedan, would have cost owners only about 21 cents a mile at 10,000 miles a year, over a 10-year use period.

Besides its new-car cost estimates, Hertz issues annual studies on the number of *used* cars sold, used car purchase prices, and their ownership and operating costs. The lease-rental company also compiles a yearly study of total motor vehicle spending plus annual estimates of the size of the car and truck lease-rental industry and total fleet vehicles.

The lease-rental firm and its affiliates around the world are believed to buy more motor vehicles than any other private organization. In the United States, the company has announced, it plans to purchase more than 153,000 new units in model-year 1984.

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NAFA AFFILIATE

NAFA Personal Use Survey

A total of 401 fleets containing 272,651 passenger cars participated in NAFA's annual Personal Use Survey. Among the responses were 307 from U.S. commercial fleets. The Canadian segment of the survey consists of 52 fleets.

While the survey is known as the Personal Use Survey, it actually requests information of four fleet management areas: 1) personal use of company-provided vehicles, 2) criteria for assignment of company cars, 3) reimbursement for use of personally owned cars for business, and 4) compensation or sale of cars to employees who no longer qualify for a company-provided vehicle. Each of the four subjects is covered within the individual industry grouping.

Survey Highlights

- More than 70 percent of all U.S. fleets reimburse employees 20 cents a mile for the use of personal cars on business.
- Nearly 70 percent of the U.S. fleets using mileage as the measure of personal use chargebacks now charge more than 10 cents a mile.
- The number of fleets requiring employees to pay at least a portion of repair costs resulting from accidents during personal use is steadily increasing.
- More fleets than ever before are collecting personal use chargebacks

SUMMARY OF SURVEY RESPONSES

Industry Group	Number of Fleets	Company Owned Cars	Leased Cars	Total
Insurance	66	31,326	16,242	47,568
Mfg. — Consumer	53	14,017	18,533	32,550
Food & Beverage	27	10,409	4,282	14,691
Mfg. — Industrial	63	9.764	41,443	51,207
Chemical & Petroleum	29	14,959	18,601	33,560
Drug & Cosmetics	45	3,251	29,723	32,974
Other	24	1,043	5,711	6,754
U.S. Commercial Total	**307**	**84,769**	**134,535**	**219,304**
Public Utility	18	20,203	4,763	24,966
Government	24	17,983	84	18,067
Canada	52	4,502	5,812	10,314
Total in Survey	**401**	**127,457**	**145,194**	**272,651**

". . . combination of both flat and mileage charges . . ."

through a salary deduction program.

NAFA breaks the responses down into ten categories: Drug and Cosmetics, Food and Beverage, Chemical and Petroleum, Insurance, Manufacturing-Consumer, Manufacturing-Industrial, Other, Public Utility, Government, and Canada. *Automotive Fleet* selected three of the above categories: Insurance, Manufacturing-Consumer, and Chemical and Petroleum.

Insurance Group

The Insurance Group consists of 66 fleets operating 47,568 passenger cars (31,326 company-owned, 16,242 leased).

1. Personal Use Policies

Sixty-four fleets in the group permit personal use of the company-provided car; two prohibit such use. Of the 64 fleets that permit personal use, two do not permit the car to be driven on vacations, and eight fleets place some restrictions on the amount of personal use permitted.

Sixty fleets in the Insurance Group charge for personal use of the company car, while four do not have a chargeback. Of the fleets charging for personal use, 25 base the charge on mileage only; 28 fleets have a flat monthly or weekly charge, while eight fleets use a combination of both mileage and flat chargeback.

Among the fleets with a mileage charge, five charge 10 cents a mile; three charge 14 cents a mile; and two each charge 15 and 20 cents a mile. Other mileage charges (in one fleet each) range from a low of 5 cents a mile to 18 cents a mile. One fleet reports it charges 10 percent of all fuel purchased.

The most common rate among fleets with a flat monthly or weekly chargeback is $40 a month (in seven fleets). Five fleets charge $30 a month; three charge $35 a month; and two charge $60 a month. Other rates mentioned include $79 a month, $25 a month, $60 a month, $50 a month, and $54 a month. One fleet said the charge was $520 a year. Weekly charges included $16 and $20 a week.

A number of fleets with a combination of both flat and mileage charges base the mileage on a specific number of miles driven. For example, one fleet charges $50 a month plus 10 cents a mile over 500 miles a month. Another charges $50 a month and 12 cents a mile over 600 miles a month. Another fleet with a $50 a month flat charge, adds a 14 cents a mile charge for all trips over 400 miles. Two fleets charge $35 a month plus the cost of gasoline on vacation travel.

Thirty-five fleets collect the personal use chargeback through an expense report deduction; 21 fleets deduct the personal use charge from the employee's salary, while five fleets either collect by personal check or add the personal use charge to the employee's W-2 form as additional income.

Three fleets in the Insurance Group restrict personal use of the company-provided vehicle to the employee only. The other 61 fleets permit the employee's spouse to use the car. In addition, 33 fleets permit "licensed children" to drive the car. Nine fleets permit "others," usually defined as living in the same household, to use the car.

Seventeen fleets set a minimum age limit for use of the company car. The most commonly cited age is 21 (six fleets). Three fleets set the minimum age at 18, while two each put it at 16 and 25 years of age. One fleet has a 19-year requirement.

Eighteen fleets in the group require the employee to pay a certain percentage of repair costs resulting from accidents during personal use. Among those fleets with a set dollar amount, in five fleets it was $100, in two fleets it was $50. Eight fleets base the repayment on the insurance deductible, ranging from $100 to $250. No fleet in the group requires the employee to pay the full cost of repairs.

2. Assignment of Company Cars

While most fleets participating in the survey said "job title" or "job responsibility" is the basic factor in assignment of a company car, 38 fleets said business mileage driven is also a factor. The most often mentioned mileage was 12,000 miles a year (eight fleets). Five fleets set a minimum of 15,000 miles a year; three put the required mileage at 20,000, while two each said it is 6,000 and 18,000 miles. Other mileage requirements mentioned include 8,750, 8,500, 7,500, 14,000,

Reimbursement for Use of Personal Car
Mileage Only
(Assigned Fleet Car Not in Service)
U.S. Commercial Fleets Only

Amount	1980	1981	1982	1983
15¢ or less	4%	3%	5%	2%
16, 17, 18, 19¢	41%	15%	13%	9%
20¢	43%	66%	68%	73%
21, 22, 23, 24¢	11%	17%	11%	14%
25¢ or more	*	*	3%	3%

*Not broken out in surveys for those years, but included in "more than 20 cents a mile" total.

Reimbursement for Use of Personal Car
Mileage Only
(No Assigned Fleet Car)
U.S. Commercial Fleets Only

Amount	1980	1981	1982	1983
15¢ or less	3%	1%	2%	2%
16, 17, 18, 19¢	43%	13%	15%	11%
20¢	43%	68%	69%	72%
21, 22, 23, 24¢	11%*	17%*	10%	12%
25¢ or more	*	*	4%	3%

*Not broken out in surveys for those years, but included in "more than 20 cents a mile" total.

and 30,000. One fleet reported that the mileage varies; it depends on the size of car the employee qualified for — 10,000 for a compact, 13,000 for a mid-size, and 16,000 for a full-size car.

Several fleets based company car assignment on a time basis. One required its use three days a week, another 50 percent of the time. One fleet said a car is provided when the employee is out of the office 70 percent of the time, and another said it depended on "response time and/or on-call use."

Thirteen fleets in the group said the "fringe benefit" value of the car is a factor in its assignment to an employee.

3. Business Use of Personal Cars

In reimbursing employees for business use of a personally owned car, the survey covers two areas — when there is no assigned fleet car and when the assigned fleet car is not in service.

Most fleets in the group reimburse the employee on a straight mileage basis when he or she does not have an assigned company car. Twenty cents a mile is by far the most often cited figure — in 63 percent of the fleets using a mileage reimbursement. Four fleets each pay 19 and 21 cents a mile. Other amounts mentioned by two fleets each were 20.5 and 17 cents. One fleet each said they reimbursed the employee from a low of 12 cents to a high of 25 cents a mile.

Other methods of reimbursement included "Runzheimer schedule" by two fleets; 20 cents a mile for 600 miles, then 15 cents; 20.5 cents for 15,000 miles, then 11.5 cents; 15 cents a mile over 1,000 miles plus $400 a month, and 9 cents a mile plus $200 a month.

Reimbursement for use of a personal car when the assigned fleet car was not in service again was primarily based on mileage. In this category, too, the preferred rate is 20 cents a mile, by more than two-thirds of the fleets. Five fleets pay 21 cents a mile; three pay 19 cents; and two each pay 14 and 20.5 cents a mile. The lowest amount mentioned was 14 cents a mile; the highest was 26 cents a mile. One fleet paid the IRS-approved amount of 20.5 cents for the first 15,000 miles, then 11 cents a mile, while one fleet pays a flat $150 a month.

4) Compensation for Loss of Car

Thirty-seven fleets in the Insurance Group reported the employee either gets a cash payment or is able to purchase the assigned fleet car if the employee was no longer eligible to have a company-provided vehicle.

Five fleets made a cash payment of $1,500; four each gave the employee $1,000 and $2,000. Two fleets each made payment of $1,600, $1,800, and $2,500. The highest payment reported was $3,000. One fleet permits the employee to drive the car "until the lease runs out"; another extends car use from six to 12 months.

Among those fleets that offered to sell the car to the employee, most set the price on *AMR* or a percentage of it, or on the wholesale value. Others said the price is "book value or *AMR*, whichever is less." Several fleets offer the employee an interest free loan with which to purchase the car.

Manufacturing-Industrial Group

The Manufacturing-Industrial Group consists of 63 fleets operating 51,207 passenger cars (9,764 company owned and 41,443 leased).

1. Personal Use Policies

All but one fleet in the Manufacturing-Industrial Group permit personal use of the company car after hours. One fleet does not permit its use on weekends or holidays, and five fleets do not allow the company car to be used for vacation travel. In addition, five fleets place some limitations on the amount of personal use permitted, usually mileage during vacations or distance from the employee's home.

Fourteen fleets in the group do not charge for personal use of the company vehicle, while 48 do have a chargeback program. Eleven fleets base their personal use chargeback on mileage driven; 26 have a flat monthly or weekly charge; and 10 use a combination of both methods.

Among the fleets employing a straight mileage chargeback, two each charge 8 and 11 cents a mile. One fleet each charges 10, 12, 15, 16, and 20 cents a mile. One fleet reported it charges 8, 10, or 12 cents a mile depending on the car's engine size, while another said it had a "variable charge based on type of car driven."

The personal use chargebacks in those fleets with a flat monthly or weekly rate vary widely. Among the weekly charges reported are $25 by three fleets; $10 by two fleets; and $13, $15, and $18 by one fleet each. Another fleet charges $18.50 bi-weekly.

Among the monthly rates were $45 and $50 by three fleets each, $35 and $54 a month by two fleets each. Other rates mentioned by one fleet each were $20, $25, $27.50, $30, $40, $75, $76 to $80, and $100 to $125.

No two fleets in the group have the same combination mileage and flat rate chargeback. Some of the rates quoted are $3.85 a week plus 11 cents a mile; $20 a month plus

Personal Use Chargebacks
For Fleets Using a Straight Mileage Charge
U.S. Commercial Fleets Only

Amount	1980	1981	1982	1983
7¢ or less	14%	2%	3%	3%
8, 9, or 10¢	44%	43%	45%	28%
11, 12, 13, 14¢	42%	55%	51%	43%
15¢ or more	*	*	*	26%

*Not broken out in previous surveys, but included in the more than 10 cents a mile category

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9 cents a mile; $50 a month and 7 cents a mile, and $48 a month and 11 cents a mile. Several fleets have a flat monthly charge plus a mileage charge over a certain number of miles. One fleet said its rate was $30 a month plus 20 cents a mile after 150 miles in one month. Another fleet has a minimum charge of $12 a week and charges 16 cents a mile after 75 miles driven. One fleet has a minimum charge of $40 a month and 10 cents a mile after 400 miles of personal driving.

Twenty-one fleets in the group collect the personal mileage chargeback through an expense report deduction; 20 fleets have a salary deduction program; and seven fleets use other methods, among them, adding the charge to the employee's income.

Two fleets in the group permit only the employee to drive the company-provided car. The other 60 fleets in the group allow the employee's spouse to use the car, and 35 fleets allow personal use of the car to licensed children. Fourteen fleets extend the driving privilege to "others," usually defined as individuals living in the employee's household.

Twenty-five fleets in the Manufacturing-Industrial Group have established minimum age limits on use of the company car. In 10 fleets the minimum age is 21; in five it is 18; in four it is 25; and in one fleet the minimum age is 16.

Twenty-nine fleets require the employee to pay at least a portion of repair costs resulting from an accident that occurs during personal use. In one fleet it is the full amount. Eleven fleets assess the driver $100, and two fleets charge $200. One fleet reported it has a sliding scale starting at $100. If there was a fourth accident, the employee is fired. Fifteen fleets use the insurance deductible as the basis for charging repair costs. In four fleets each it is $100 and $250. Two fleets have sliding scales starting at $100 and going up to $500.

2. Fleet Car Assignment

Thirty-two fleets in the group have established a minimum number of business miles as one criterion for company car assignment. In eight fleets each the mileage is 10,000 and 15,000 miles a year. In four fleets, the requirement is 18,000 business miles. In other fleets the mileage requirement ranges from a low of 6,000 miles to a high of 30,000 miles. Other requirements mentioned include one year with the company and management approval, location, and time on the job.

3. Business Use of Personal Cars

In compensating employees for use of a personally owned car when there was no assigned company car, 30 fleets in the group paid 20 cents a mile. Three paid 18 cents a mile; two each paid 18 and 30 cents a mile.

Four fleets said they reimburse their employees on a "Runzheimer schedule." Other graduated scales include 20 cents for the first 20,000 miles, then 11 cents; 8 cents a mile plus $180 a month; 20 cents a mile for the first 15,000 miles, then 11 cents; 20.5 cents plus $100 a month; $180 a month and 8 cents a mile; 10 cents a mile and $50 a week; 20 cents a mile for the first 1,000 miles, then 12 cents; 20 cents for the first 1,500 miles, then 11 cents; 20 cents for the first 200 miles a week, then 15 cents; and 21 cents a mile for the first 2,000 miles, then 11 cents a mile.

When an assigned fleet car was not in service, the reimbursement rate is almost always based on mileage alone. In 37 fleets the rate was 20 cents a mile. Three fleets paid 18 cents a mile; and two paid 18.5 cents a mile. Other reimbursement rates mentioned by one fleet each include 8.3, 12, 17, 19, 21, 22, 23, and 25 cents a mile. Two fleets used a sliding scale for reimbursement — 20 cents a mile for the first 1,000 miles, then 15 cents; 20 cents for the first 200 miles, then 15 cents. One fleet pays 10 cents a mile and $50 a week, and another said it used a "Runzheimer schedule."

4. Compensation for Loss of Car

Twenty-nine fleets in the Manufacturing-Industrial Group said an employee who loses eligibility for a company car is compensated with a one-time cash payment or with an opportunity to purchase the car. Among the one-time payments re-

ported were $11,561 less taxes, one-third the cost of the car, $2,000, $2,500, $4,500, $5,000, and $6,000. One fleet said the employee is given a $6,000 bonus over three years which is applied to the purchase of the car; another said the employee is allowed to retain the car.

Among the fleets offering to sell the car to the employee, none said they based the price on *AMR*; two offer it at the "lower of book or wholesale value," while two others said the employee can buy the car at the "book value on the lease." One fleet reported the price to an employee was "net of depreciation." Others offer it at "market value less 10 percent." Two fleets said they sell the car at the "clean wholesale" price.

Chemical and Petroleum Group

The Chemical and Petroleum Group consists of 29 fleets operating 33,560 passenger cars (14,959 company owned, 18,601 leased).

1. Personal Use Policies

Twenty-six of the 29 fleets in the group permit personal use of the company car after working hours and on weekends and holidays. Three fleets permit no personal use at all, and six others do not allow the company car to be used for vacation travel. In addition, two other fleets place some limitation on the number of personal miles that can be driven.

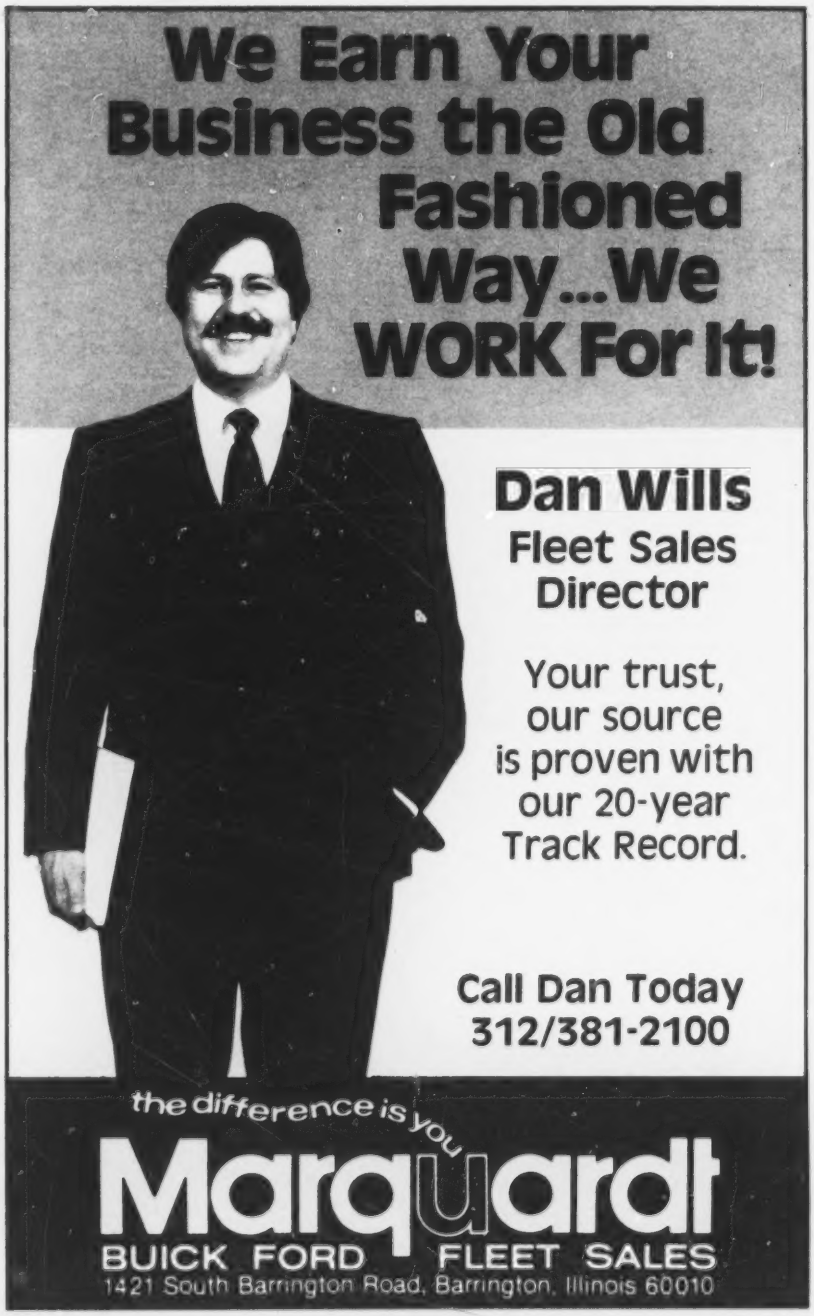
Sixteen of the 26 fleets permitting personal use charge the employee for such use; 10 fleets make no charge. Of the 16 fleets, four have a straight mileage chargeback; nine have a flat weekly or monthly charge; and two use a combination of both. Among the fleets with a mileage charge, two charge 13 cents a mile; one each charges 10 and 15 cents a mile.

Among the fleets using a flat monthly charge for personal use, the rate is $25, $30, and $50 a month in two each. Other chargebacks mentioned were (by one fleet each) $26 and $40 a month. One fleet charges $50 a month for mid-size cars and $100 a month for large cars. Combination charges mentioned were 8 cents a mile plus $30 a month and 10 cents a mile plus $35 a month.

Four fleets in the group permit only the employee to drive the company car for personal reasons. The remaining 21 of the 26 that permit personal use extend the privilege to the employee's spouse. Six fleets extend the driving privilege to licensed children, and only one fleet allows its use by "others" living in the same household.

Eight fleets in the group have the minimum age requirements for use of the company car. Among those specifically mentioned were 21 and 25 years of age by two fleets each, 18 and 20 years by one fleet each.

Six fleets in the Chemical and Petroleum Group require employ-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ees to help pay for repairs required as the result of accidents occurring during personal use. One fleet assesses the full amount of the repairs. One fleet charges $200, another $250 toward the cost. Three fleets in the group ask the employee to pay the insurance deductible.

2. Fleet Car Assignment

Eighteen fleets in the group have established minimum business mileage as one consideration in assignment of fleet cars. Three fleets set the requirement at 20,000 miles a year. Three each set it at 14,400, 15,000, and 18,000 miles a year. In one fleet the policy calls for assignment of a company-provided car "when rentals will exceed cost of permanent car." Another fleet said the requirement was 12,000 miles a year or 150 days out of the office. One fleet set the requirement at 50 percent of the time for travel. Other mileage requirements ranged from a low of 12,000 miles to a high of 21,600 miles a year. Nine fleets in the group reported "fringe benefit" as a consideration in eligibility.

3. Business Use of Personal Cars

In reimbursing an employee who does not have an assigned fleet car for business use of a personally owned vehicle, 22 fleets pay 20 cents a mile; one each pays 18 and 25 cents a mile. One fleet has a sliding scale of 10 cents a mile for the first 1,000 miles, then 5 cents for additional mileage plus $150 a month. Another fleet pays $195 a month plus 17 cents a mile. One fleet pays 20 cents a mile and $230 a month, while one pays 20 cents a mile for the first 1,250 miles in a month, and 11 cents a mile thereafter.

In all but one fleet the reimbursement policy for use of a personal car when the fleet car is not usable is based on mileage. Twenty-four fleets pay 20 cents a mile; one fleet each pays 17, 18, and 25 cents a mile. One fleet in the group reimburses its employees at 20 cents a mile for the first 900 miles and 11 cents for all additional miles driven in a month.

4. Compensation for Loss of Car

Fourteen fleets in the Chemical and Petroleum Group reported that some form of compensation or ability to purchase the car was fleet policy when an employee loses eligibility for a company car. In one case, the employee is allowed to keep the car. One fleet gives a "one-time salary adjustment," and one fleet reported its policy was an increase in salary, but it was lost if the employee was ever assigned a car again.

Among the fleets that offered to sell the car to the employee, three said the price is set at "wholesale"; two fleets put the price at the car's book value. One said it would sell the car at "book value or one-half *AMR*, whichever is higher." One reported the price to an employee is "book value plus $300." AF

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Used Cars

The following are average car prices for the period ending January 25, 1984. Prices are based on wholesale activity at major dealer auctions across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically on IBM machines. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in *Automotive Fleet* by special permission of Automotive Market Report.

Model	AVERAGE AUCTION PRICE Zone 1	Zone 2	Zone3
82 AMC CONCORD			
Sdn 6-4	4124	4165	4084
Sta Wgn 30	4338	4381	4293
81 AMC CONCORD			
Sdn 6-4 Dr	3331	3365	3298
Sta Wgn	3503	3542	3472
82 BUICK SKYLARK			
Sdn	4949	4999	4899
81 BUICK SKYLARK			
Sdn	4066	4107	4027
82 BUICK REGAL			
Turbo Cpe	6687	6753	6619
Cpe	6478	6543	6414
81 BUICK REGAL			
Turbo Cpe	5836	5894	5778
Cpe	5634	5689	5577
82 BUICK LESABRE			
Sdn	7211	7283	7140
81 BUICK LESABRE			
Sdn	5602	5659	5546
82 CADILLAC			
Cpe DeVille	11259	11373	11147
Sdn DeVille	11193	11303	11081
81 CADILLAC			
Cpe DeVille	8701	8790	8613
Sdn DeVille	9642	8729	8557
82 CHEVY			
Chvt Htchbk 4-Dr	3130	3160	3099
Camaro Cpe8	7136	7208	7066
81 CHEVY			
Chvt Htchbk	2629	2655	2603
Camaro Cpe 8	5417	5470	5363
82 CHEVY CITATION			
Cpe 6	4245	4287	4201
81 CHEVY CITATION			
Cpe 6 Htchbk	3347	3381	3313
82 CHEVY MALIBU			
Sdn	5529	5585	5473
81 CHEVY MALIBU			
Cpe	4314	4355	4271
Sdn	4238	4281	4195
Clas Cpe	4612	4659	4567
82 CHEVY MONTE CARLO			
Cpe	6034	6095	5975
81 CHEVY MONTE CARLO			
Cpe	5329	5383	5275
82 CHEVY IMPALA			
Sdn	6157	6219	6069
Imp Wgn 9	6400	6464	6337
81 CHEVY IMPALA			
Sdn	4869	4917	4820
Cpe	4891	4938	4841
Est Wgn 9	5071	5121	5021
82 CHRYSLER			
LeBaron Sdn	5878	5937	5819
81 CHRYSLER			
Npt Sdn	5141	5191	5089

Model	AVERAGE AUCTION PRICE Zone 1	Zone 2	Zone3
82 DODGE OMNI			
4 Dr Htchbk	3451	3486	3417
81 DODGE OMNI			
4 Dr Htchbk	2872	2902	2845
82 DODGE ARIES			
Cpe	4597	4644	4550
81 DODGE ARIES			
Sdn	3974	4013	3932
82 DODGE DIPLOMAT			
Sln Sdn	5018	5067	4968
81DODGE DIPLOMAT			
Sln Cpe	4288	4331	4245
Sln Sdn	4288	4331	4245
82 FORD FAIRMONT			
Futura Sdn 4Dr	3354	3386	3320
81 FORD FAIRMONT			
Sdn 4 Dr	3563	3598	3527
82 FORD MUSTANG			
Cpe 4	4440	4487	4398
81 FORD MUSTANG			
Cpe 4	3716	3756	3680
82 FORD GRANADA			
Sdn 6-L	5035	5085	4983
81 FORD GRANADA			
Sdn 8-L	4058	4097	4019
82 FORD LTD			
Sdn	6443	6506	6378
81 FORD LTD			
Sdn	5141	5192	5090
81 FORD ESCORT			
Sdn 4 Dr	2929	2959	2901
82 FORD CROWN VIC			
Sdn	7253	7326	7180
81 FORD CROWN VIC			
Sdn	5825	5883	5767
82 FORD THUNDERBIRD			
Cpe	6160	6222	6097
81 FORD THUNDERBIRD			
Cpe	5269	5321	5215
82 LINCOLN CONTINENTAL			
Sdn	12516	12742	12491
Mark VI Sdn	12622	12748	12496
81 LINCOLN CONTINENTAL			
Sdn	8879	8967	8789
Mark VI Sdn	11099	10820	10605
82 MERCURY COUGAR			
GS Cpe	5076	5127	5026
Sdn	5076	5127	5026
81 MERCURY COUGAR			
Cpe	4093	4136	4052
Sdn	4093	4136	4052
81 MERCURY ZEPHYR			
Sdn 2 Dr	3383	3417	3350
82 MERCURY LYNX			
HthBk 3-Dr	3569	3607	3534

Model	AVERAGE AUCTION PRICE Zone 1	Zone 2	Zone3
82 MERCURY MARQUIS			
Sdn	6784	6853	6717
81 MERCURY MARQUIS			
Sdn	5488	5542	5433
Wgn-2	5607	5663	5550
82 OLDS CIERA			
Cpe	5984	6045	5924
Sdn	6067	6128	6007
82 OLDS CUTLASS SUPREME			
Cpe	6478	6543	6414
Sdn	6230	6293	6168
81 OLDS CUTLASS			
Sdn	5285	5338	5232
Sup Cpe	5634	5689	5577
82 OLDS DELTA 8			
Sdn	6985	7055	6915
81 PLYMOUTH HORIZON MISER			
4 Dr Htchbk	2880	2909	2853
82 PLYMOUTH RELIANT			
Cpe	4583	4629	4538
81 PLYMOUTH RELIANT			
Cpe	3958	3997	3919
81 PONTIAC FIREBIRD			
Cpe 8	5470	5526	5416
81 PONTIAC LEMANS			
Cpe 8	4517	4562	4472
82 PONTIAC PHOENIX			
Cpe	4772	4820	4726
Htchbk Sdn	4772	4820	4726
81 PONTIAC PHOENIX			
Cpe 8	3843	3881	3802
81 PONTIAC CATALINA			
Sdn	5154	5206	5103
Bonneville Sdn	5665	5721	5609
82 VOLKSWAGEN RABBIT			
2 Dr Htchbk	4074	4114	4033
81 VOLKSWAGEN RABBIT			
2-Dr HtchBk	3294	3327	3260
IMPORTS			
82 DATSUN			
210 2 Dr	3442	3476	3407
Sentra 2 Dr	3813	3849	3775
Stanza Hbk 2 Dr DLK	4934	4984	4885
81 DATSUN			
210 Std 2 Dr	2890	2919	2862
510 2 Dr Sdn	3684	3720	3647
810 DL 4 Dr	5664	5721	5607
82 TOYOTA			
Corolla Sedan 2 Dr	4469	4513	4424
Celica St Cpe	5628	5684	5572
Corona Sdn Lux (AT)	5896	5956	5837
81 TOYOTA			
Corolla 2 Dr Sdn DLX	3576	3612	3541
Celica St Spt Cpe	4339	4384	4256
Corona Sdn 4 Dr DLK	4041	4082	4001

Enhancing Resale Values with Service Contracts

a bobit publication

april 1984

automotive FLEET

THE MANAGEMENT MAGAZINE FOR CAR AND LIGHT TRUCK FLEET OPERATORS

•Gerber's Rapid Recycling •Post Convention Report

APRIL 1984 VOL. 23, NO. 6

automotive FLEET

THE MANAGEMENT MAGAZINE FOR CAR AND LIGHT TRUCK FLEET OPERATORS

Influencing over 3.4 million cars and 1.6 million light trucks and vans in leasing, rental, business, government, taxi, police, utility, and driving schools.

FEATURES

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Yearly Turnover? p. 27

Vanpool Goes Full-Service p. 32

AALA, AFLA, NAFA Convention Reviews p. 36

AF*'s Eighth Annual Dealer Awards p. 52

GM Joins H.R. 1415 Fight p. 54

NAFA Car Marketing Survey p. 56

**We regret that no photographs of the '84 dealer awards are available. One of our camera bags was stolen during the recent NAFA Convention. It contained film of the dealer awards, plus work for a number of other stories.*

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On our cover: Standing firmly behind their new warranty program, members of the Leaseway management team display some of the parts protected by it.

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Calendar

APRIL

1-4 — National Car Rental Licensees, Orlando, FL.

2-3 — Seminar: Leasing – Techniques and Analysis, Airport Hilton, Los Angeles, CA. Info: (518) 891-1500.

8-11 — Council of Fleet Specialists Annual Executive Conference, Kansas City, MO

11-13 — National Association of Van Pool Operators, Registry Hotel, Dallas, TX.

12-13 — Seminar: Leasing Techniques and Analysis, Executive Tower Inn, Denver, CO, and Logan Airport Hilton, Boston, MA. Info: (518) 891-1500.

MAY

16-20 — Western Vehicle Leasing Association, Americana Canyon Hotel, Palm Springs, CA.

JUNE

10-13 — Electric Utility Fleet Manager's Conference, Williamsburg, VA.

JULY

12-14 — Hertz Rent-a-Car Licensee Convention, Renaissance Center, Detroit, MI

AUGUST

26-29 — Automotive World Congress, Renaissance Center, Detroit, MI

Gas Prices

	UNLEADED	
City	Full-Serve	Self-Serve
Juneau, AK	158.0	139.9
Harrison, AR	124.0	119.0
Tucson, AZ	132.9	113.6
Santa Ana, CA	152.4	115.9
Grand Junction, CO	140.9	125.9
Waterbury, CT	134.4	115.4
Jacksonville, FL	137.6	115.2
Honolulu, HI	151.0	143.3
Cedar Rapids, IA	143.5	125.5
Muncie, IN	140.9	114.9
New Orleans, LA	136.7	109.9
Waterville, ME	115.9	114.9
Rochester, MN	152.4	128.4
Fargo, ND	154.2	117.9
Tulsa, OK	132.0	108.9

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Automotive Fleet's Eighth Annual Fleet Dealer Awards

MAKE	FLEET MANAGER	DEALERSHIP	LOCATION	UNITS SOLD
CHEVROLET	Bill Wilk, III	Wilk Chevrolet	Dearborn, MI	14,522
	Jack Franz	Ed Morse Chevrolet	Deerfield, FL	9,774
	Joe Cavalieri	Big Apple Chevrolet	Bellport, NY	7,257
BUICK	Murray Heller	Stillman & Heller	Englewood, NJ	10,825
	Bob Brest	Bob Brest Buick	Lynn, MA	4,983
	B.H. "Sonny" King	Orange Buick	Orlando, FL	3,950
OLDSMOBILE	Mark E. Rosenstock	Dale Oldsmobile	Bronx, NY	16,580
	Thomas C. Scolari	Weil Oldsmobile	Libertyville, IL	8,900
	George N. Steinbock	Anderson Oldsmobile	Baltimore, MD	8,534
PONTIAC	Walt Kozak	Penn Pontiac	Baltimore, MD	6,875
	Bud Morrison	J.M. Pontiac	Hollywood, FL	5,498
	Donna Janazzo	Stephen Pontiac	Bristol, CT	2,030
CADILLAC	Evelyn DeMarco	Polkowitz Motors	Perth Amboy, NJ	1,645
	Beverly Toomey	Roger Penske Cadillac	Downey, CA	1,008
	Dee Dee Wholen	Potamkin Cadillac	New York, NY	989
	Fran Frier			
FORD	W.J. Bower, Sr.	Friendly Ford	N. Miami Beach, FL	6,938
	Chuck Price	Marshall Motor Co.	Mayfield Heights, OH	6,756
	Milo Matik	Al Piemonte Ford	Melrose Park, IL	6,150
LINCOLN/MERCURY	John W. Bean	Central Florida Motors	Orlando, FL	3,865
	Allen R. Brooks	Northgate Lincoln/Mercury	Tampa FL	3,395
	Bill Allen	Holiday Lincoln/Mercury	Ft. Worth, TX	2,375
CHRYSLER/ PLYMOUTH	Bob Haller	Bloomington Chrysler/Plymouth	Bloomington, MN	2,455
	Jim Hoffer	Fireside Chrysler/Plymouth	Schaumburg, IL	2,195
	Don Boster	Moothart Chrysler/Plymouth	Lakewood, CA	1,773
DODGE	Ted Nelson	Winter Haven Dodge	Winter Haven, FL	2,457
	Stan Smith	Del Amo Dodge	Torrance, CA	2,292
	Jack Taylor	Luke Potter Dodge	Winter Park, FL	1,585
AMERICAN MOTORS	Harvey W. Lipman	Lipman Motors	Hartford, CT	1,883
	W.R. Crawford	Manhattan AMC/Jeep	New York, NY	1,199
	Burton S. Kahn	Colonial AMC/Jeep	Miami, FL	966
NISSAN MOTORS	Robert Terry	Boulton Motors	Miami FL	1,276
	Tony Sabatino	Action Datsun	Kissimmee, FL	1,012
	D.B. Wilkerson, Jr.	Thoroughbred Datsun	Colorado Springs, CO	746
TOYOTA	Dominic Longo	Longo Toyota	El Monte, CA	3,826
	Orval Paul	Norwalk Toyota	Norwalk, CA	3,764
	Byrum C. Bingham	Bingham Toyota	Clovis, CA	3,479
VOLKSWAGEN	William Leudesdorf	Countryside Volkswagen	St. Paul, MN	818
	Eugene Weisberg	Queensboro Volkswagen	Woodside, NY	555
	Paul Nerenberg	Gunther Volkswagen	Ft. Lauderdale, FL	526
TOTAL				168,743

*See note on Table of Contents